

A STUDY ON PSYCHOLOGICAL ASPECTS OF CLOTHING AMONGST WOMEN AND TRANS WOMEN

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ABSTRACT

A trans woman is someone who was born male but has a female sexual orientation and adopts the clothing and lifestyle of that of women. It comes under the broad spectrum of transgender which is referred to as the third gender. There have been no studies on the clothing preferences of trans women till now in India. The present study intended to see the impact of psychological aspects of clothing preferences on women and trans women. For the purpose, three objectives were framed -to study the impact of gender i.e. women and trans-women on the dimension of the interest level, attention while shopping and attractive packaging when it comes to things related to clothing. Further three hypotheses were framed-that there will be a significant association between the gender and responses related to the objectives of the study. To conduct this study, the related literature on clothing practices, psychological aspects of clothing, trans women status and consumer behavior was reviewed. The survey method was adopted for data collection. Purposive random sampling method in combination with snowball technique is used to select the samples for the study. A total number of 400 samples were selected among which 200 were women and 200 were trans women. The age group of the subjects selected for the study was 22 to 50 years. Factorial research design was used to see the impact of gender on the psychological aspects of clothing preferences i.e. interest level when shopping, attention paid while shopping and attractive packaging during shopping. Data was analyzed using frequency method, percentage method and chi-square. The results show that there was a significant association between gender and responses pertaining to the pre-tested questions. This paper projects the relation between women and trans women on psychological aspects of clothing preferences.

KEYWORDS: Gender, Psychological Aspects & Clothing Preference

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INTRODUCTION

Clothing has a variety of purposes in a person's life that extend far beyond its function as a basic necessity. Clothing effectively transforms one's body surface; therefore any critique of one's attire is likely to be regarded as a criticism of the wearer. The clothes that a person wears are, to a large extent, a representation of the self-concept that he or she has. They are a reflection of their personalities. One of the most essential ways to attract the other sex is through clothing. Clothing certainly, without a doubt, separate one sex from the other. In fact, dress serves as secondary sex characteristics.

Everyone has a unique psychological and social setup that affects every part of their personality. It has been noticed that every person, regardless of socioeconomic or cultural background, has a distinct preference or set of priorities when it comes to the items they utilize. Furthermore, researchers have shown that they make these decisions consciously or unconsciously during their development, which are surely influenced by both their environment and their own preferences.

Trans women often face people's gaze, people give unwanted attention to them in public. It is vital to recognize the significance of dress preferences regardless of gender. Whether a person is male, female, or transgender, their fashion choices can have an impact on their self-image, the message they send to others, and, in turn, how people treat them. Clothes haven't always had the same influence as they have now. Style choices have only become notable as a result of decades of technological improvement. Parallel to this, various brand selections are available; as a result, when consumers purchase apparel, they look for notable brands as well.

Clothing, in all of its forms, colours, and the way a person blends substances, as well as the decisions he or she makes, is a sign of uniqueness. Everyone is one of a kind, and when sufficiently self-assured, he or she must cherish his or her individuality.

SIGNIFICANCE OF THE STUDY

In the present research study, psychological aspects of clothing preferences i.e. self-concept and personal beliefs were being studied in relation to Women and Trans-Women. The impact of gender was seen through a set of three questions. The study looked at the various elements that influence women's buying behaviour and preferences when shopping for clothing. It will also be beneficial to new entrepreneurs who want to start a business in women's clothing. This will give them information on current clients as well as future expectations in the same area. The research will serve as a foundation for future studies on trans women's clothing. It would be beneficial to learn more about trans women's current requirements and fashion preferences. This will assist entrepreneurs in developing a strategy to improve product and customer values in order to keep existing customers and attract new ones in the long run.

Objectives of the Study

- To study the impact of gender i.e. women and trans-women on the dimension of their interest level when it comes to things related to clothing
- To study the impact of gender i.e. women and trans-women on the dimension of their attention while shopping for clothing.
- To study the impact of gender i.e. women and trans-women on the dimension of Attractive packaging.

Hypotheses of the Study

- There will be a significant association between gender and responses related to interest level for shopping when it comes to things related to clothing.
- There will be a significant association between gender and responses related to attention while shopping for clothing.
- There will be a significant association between gender and responses related to Attractive packaging.

Subjects

Purposive random sampling technique in conjunction with snowball technique is used to select the samples for the present study. A total number of 400 samples were selected among which 200 were women and 200 were trans women. The age group of the subjects selected for the study was 22 to 50 years and belongs to the middle income level group.

METHODS

Factorial research design was used to see the impact of gender on personal beliefs and clothing preferences i.e. interest level when shopping, attention paid while shopping and attractive packaging during shopping.

Statistical Analysis

To study the impact of gender i.e. women and trans-women on the interest level while shopping for clothing, to study the impact of gender i.e. women and trans-women on the attention while shopping for apparel and to study the impact of gender i.e. women and trans- women on the attractive packaging, frequency method, percentage method and chi-square was used.

The level of significance was set at 0.5 level of significance.

RESULTS

Findings based on responses from respondents related to the question “What is your interest level when it comes to things related to clothing?”

Table 1: Results showing Association between Gender and Responses in Relation to the Responses Pertaining to the Question “What is your Interest Level when it Comes to Things Related to Clothing?”

			Responses					Total
			Very much Interested	Mildly Interested	Semi Interested	Not Interested	No Response	
		Observed	104	41	40	8	7	200
		Frequency						
		Expected	86.3	36.4	63.8	10.0	3.5	200.0
		Frequency						
	Women	% within	52.0%	20.5%	20.0%	4.0%	3.5%	100.0
	Gender							%
		% within	60.1%	56.2%	31.2%	40.0%	100.0%	49.9%
		Responses						
Gender		% of Total	25.9%	10.2%	10.0%	2.0%	1.7%	49.9%
		Observed	69	32	87	12	0	200
		Frequency						
		Expected	85.7	36.6	64.2	10.0	3.5	200.0
	Trans-	Frequency						
	Women	% within	34.3%	15.9%	43.8%	6.0%	0.0%	100.0
	Gender							%
		% within	39.9%	43.8%	68.8%	60.0%	0.0%	50.1%
		Responses						
		% of Total	17.2%	8.0%	21.9%	3.0%	0.0%	50.1%
Total		Observed	172	73	128	20	7	400
		Frequency						
		Expected						
		Frequency	173.0	73.0	128.0	20.0	7.0	400.0
		% within	43.1%	18.2%	31.9%	5.0%	1.7%	100.0
	Gender							

	% within Responses	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	43.1%	18.2%	31.9%	5.0%	1.7%	100.0%

Table - 1 shows the association between gender and responses in relation to the response of “What is your interest level when it comes to things related to clothing?” In relation to women, the observed frequency has been found 104, 41, 40, 8 and 7 respectively for Very much interested, Mildly interested, Semi interested, not interested and no response. The expected frequency has been found 86.3, 36.4, 63.8, 10.0 and 3.5 respectively for Very much interested, Mildly interested, Semi interested, not interested and no response. Percentage within gender has been found 52.0%, 20.5%, 20.5%, 4.0% and 3.5% respectively for Very much interested, Mildly interested, Semi interested, not interested and no response. Percentage within responses has been found 60.1%, 56.2%, 31.2%, 40.0% and 100.0% respectively for Very much interested, Mildly interested, Semi interested, not interested and no response.

In relation to trans-women, the observed frequency has been found 69, 32, 88, 12 and 0 respectively for Very much interested, Mildly interested, Semi interested, not interested and no response. The expected frequency has been found 85.7, 36.6, 64.2, 10.0 and 3.5 respectively for Very much interested, Mildly interested, Semi interested, not interested and no response. Percentage within gender has been found 34.3%, 15.9%, 43.8%, 6.0% and 0% respectively for Very much interested, Mildly interested, Semi interested, not interested and no response. Percentage within responses has been found 39.9%, 43.8%, 68.8%, 60.0% and 0% respectively for Very much interested, Mildly interested, Semi interested, not interested and no response.

In the case of the total, the observed frequency has been found 172, 73, 128, 20 and 7 respectively for Very much interested, Mildly interested, Semi interested, not interested and no response. The expected frequency has been found 43.1%, 18.2%, 31.9%, 5.0% and 1.7% respectively for Very much interested, Mildly interested, Semi interested, not interested and no response. Percentage within gender has been found 43.1%, 18.2%, 31.9%, 5.0% and 1.7% respectively for Very much interested, Mildly interested, Semi interested, not interested and no response. Percentage within responses has been found 100.0%, 100.0%, 100.0%, 100.0% and 100.0% respectively for Very much interested, Mildly interested, Semi interested, not interested and no response.

Table 2: Chi-Square Results Related to the Association between Gender and Responses in Relation to the Responses Pertaining to the Question “What is your Interest Level when it comes to Things Related to Clothing?”

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	33.988 ^a	4	.000
Likelihood Ratio	37.197	4	.000
Linear-by-Linear Association	11.012	1	.001
N of Valid Cases	401		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 3.49.

Table – 2 shows the chi-square results related to the observed chi-square value of 33.988 at 4 degree of freedom is found significant at 0.05 level of significance. This proves that there is a significant association between gender and responses (Very much interested, Mildly interested, Semi interested, Not Interested and No response pertaining to the question “What is your interest level when it comes to things related to clothing?”

Findings related to “When shopping for clothing, what do you pay most attention to”?

Table 3: Results showing Association between Gender and Responses in Relation to the Responses (Branded, Quality, Fit, Color and Price) Pertaining to the Question “When Shopping for Clothing, what do you Pay most Attention to”?

			Responses					Total
			Brand	Quality	Fit	Color	Price	
Gender	Women	Observed Frequency	32	72	64	8	24	200
		Expected Frequency	31.9	76.3	35.9	20.0	35.9	200.0
		% within Gender	16.0%	36.0%	32.0%	4.0%	12.0%	100.0 %
		% within Responses	50.0%	47.1%	88.9%	20.0%	33.3%	49.9%
		% of Total	8.0%	18.0%	16.0%	2.0%	6.0%	49.9%
	Trans-Women	Observed Frequency	32	80	8	32	48	200
		Expected Frequency	32.1	76.7	36.1	20.0	36.1	200.0
		% within Gender	15.9%	40.3%	4.0%	15.9%	23.9%	100.0 %
		% within Responses	50.0%	52.9%	11.1%	80.0%	66.7%	50.1%
		% of Total	8.0%	20.2%	2.0%	8.0%	12.0%	50.1%
	Total	Observed Frequency	64	153	72	40	72	400
		Expected Frequency	64.0	153.0	72.0	40.0	72.0	400.0
		% within Gender	16.0%	38.2%	18.0%	10.0%	18.0%	100.0 %
		% within Responses	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %
		% of Total	16.0%	38.2%	18.0%	10.0%	18.0%	100.0 %

Table - 3 shows association between gender and responses in relation to the response of “When shopping for clothing, what do you pay most attention to”? In relation to women, the observed frequency has been found 32, 72, 64, 8 and 24 respectively for Branded, Quality,

Fit, Color and Price. The expected frequency has been found 31.9, 76.3, 35.9, 20.0 and 35.9 respectively for Branded, Quality, Fit, Color and Price. Percentage within gender has been found 16.0%, 36.0%, 32.0%, 4.0% and 12.0% respectively for Branded, Quality, Fit, Color and Price. Percentage within responses has been found 50.0%, 47.1%, 88.9%, 20.0% and 33.3% respectively for Branded, Quality, Fit, Color and Price.

In relation to trans-women, the observed frequency has been found 32, 81, 8, 32 and 48 respectively for Branded, Quality, Fit, Color and Price. The expected frequency has been found 32.1, 76.7, 36.1, 20.0 and 36.1 respectively for Branded, Quality, Fit, Color and Price. Percentage within gender has been found 15.9%, 40.3%, 4.0%, 15.9% and 23.9% respectively for Branded, Quality, Fit, Color and Price. Percentage within responses has been found 50.0%, 52.9%, 11.1%, 80.0% and 66.7 % respectively for Branded, Quality, Fit, Color and Price.

In the case of total, the observed frequency has been found 64, 153, 72, 40 and 72 respectively for Branded, Quality, Fit, Color and Price. The expected frequency has been found 64.0, 153.0, 72.0, 40.0 and 72.0 respectively for Branded, Quality, Fit, Color and Price. Percentage within gender has been found 16.0%, 38.2%, 18.0%, 10.0% and 18.0% respectively for Branded, Quality, Fit, Color and Price. Percentage within responses has been found 100.0%, 100.0%, 100.0%, 100.0% and 100.0% respectively for Branded, Quality, Fit, Color and Price.

Table 4: Chi-Square Results related to the Association between Gender and Responses (Branded, Quality, Fit, Color and Price) in relation to the Responses Pertaining to the question “When Shopping for Clothing, what do you pay most Attention to”?

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	66.483 ^a	4	.000
Likelihood Ratio	73.683	4	.000
Linear-by-Linear Association	5.591	1	.018
N of Valid Cases	400		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 19.95.

Table – 4 shows the chi-square results related to the observed chi-square value of 66.483 at 4 degree of freedom is found significant at 0.05 level of significance. This proves that there is a significant association between gender and responses (Branded, Quality, Fit, Color and Price) in relation to the responses pertaining to the question “When shopping for clothing, what do you pay most attention to”?

Findings related to **Attractive packaging-**

Table 5: Results showing Association between Gender and Responses in Relation to the Responses Pertaining to the question “Attractive Packaging while Shopping”

			Responses					Total
			Always	Usually	Sometime	Never	No Response	
Gender	Women	Observed Frequency	57	47	79	9	8	200
		Expected Frequency	40.2	47.7	79.9	28.1	4.0	200.0
		% within Gender	28.5%	23.5%	39.5%	4.5%	4.0%	100.0%
		% within Responses	71.2%	49.5%	49.7%	16.1%	100.0%	50.3%
		% of Total	14.3%	11.8%	19.8%	2.3%	2.0%	50.3%
	Trans-Women	Observed Frequency	24	48	80	48	0	200
		Expected Frequency	39.8	47.3	79.1	27.9	4.0	198.0
		% within Gender	11.6%	24.2%	40.4%	23.7%	0.0%	100.0%
		% within Responses	28.8%	50.5%	50.3%	83.9%	0.0%	49.7%
		% of Total	5.8%	12.1%	20.1%	11.8%	0.0%	49.7%
Total		Observed Frequency	80	95	160	56	8	398
		Expected Frequency	80.0	95.0	160.0	56.0	8.0	400.0
		% within Gender	20.1%	23.9%	39.9%	14.1%	2.0%	100.0%
		% within Responses	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	20.1%	23.9%	39.9%	14.1%	2.0%	100.0%

Table - 5 shows association between gender and responses in relation to the response of “Attractive Packaging”? In relation to women, the observed frequency has been found 57, 47, 79, 9 and 8 respectively for Always, Usually, Sometime, Never and No response. The expected frequency has been found 40.2, 47.7, 79.9, 28.1 and 4.0 respectively for Always, Usually, Sometime, Never and No response. Percentage within gender has been found 28.5%, 23.5%, 39.5%,

4.5% and 4.0% respectively for Always, Usually, Sometime, Never and No response. Percentage within responses has been found 71.2%, 49.5%, 49.7%, 16.1% and 100.0% respectively for Always, Usually, Sometime, Never and No response.

In relation to trans-women, the observed frequency has been found 23, 48, 80, 47 and 0 respectively for Always, Usually, Sometime, Never and No response. The expected frequency has been found 39.8, 47.3, 79.1, 27.9 and 4.0 respectively for Always, Usually, Sometime, Never and No response. Percentage within gender has been found 11.6%, 24.2%, 40.4%, 23.7% and 0% respectively for Always, Usually, Sometime, Never and No response. Percentage within responses has been found 28.8%, 50.5%, 50.3%, 83.9% and 0% respectively for Always, Usually, Sometime, Never and No response.

In the case of total, the observed frequency has been found 80, 95, 159, 56 and 8 respectively for Always, Usually, Sometime, Never and No response. The expected frequency has been found 80.0, 95.0, 159.0, 56.0 and 8.0 respectively for Always, Usually, Sometime, Never and No response. Percentage within gender has been found 20.1%, 23.9%, 39.9%, 14.1% and 2.0% respectively for Always, Usually, Sometime, Never and No response. Percentage within responses has been found 100.0%, 100.0%, 100.0%, 100.0% and 100.0% respectively for Always, Usually, Sometime, Never and No response.

Table 6: Chi-Square Results Related to the Association between Gender and Responses (Always, Usually, Sometime, Never and No response) Pertaining to the question “Attractive Packaging”

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	48.244 ^a	4	.000
Likelihood Ratio	54.274	4	.000
Linear-by-Linear Association	18.476	1	.000
N of Valid Cases	398		
a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 3.98.			

Table – 6 shows the chi-square results related to Association between Gender and Responses in relation to the response of “Attractive Packaging” The observed chi-square value of 48.244 at 4 degree of freedom is found significant at 0.05 level of significance. This proves that there is a significant association between gender and responses related to the response of “Attractive Packaging”.

DISCUSSIONS

The present research study proved that women and trans-women affects the psychological aspects of clothing i.e. interest level while shopping for clothing, attention when shopping for clothing and attractive packaging of apparel. A significant association resulted between gender and three psychological aspects of clothing which were being chosen in this study.

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